

FIG. 1

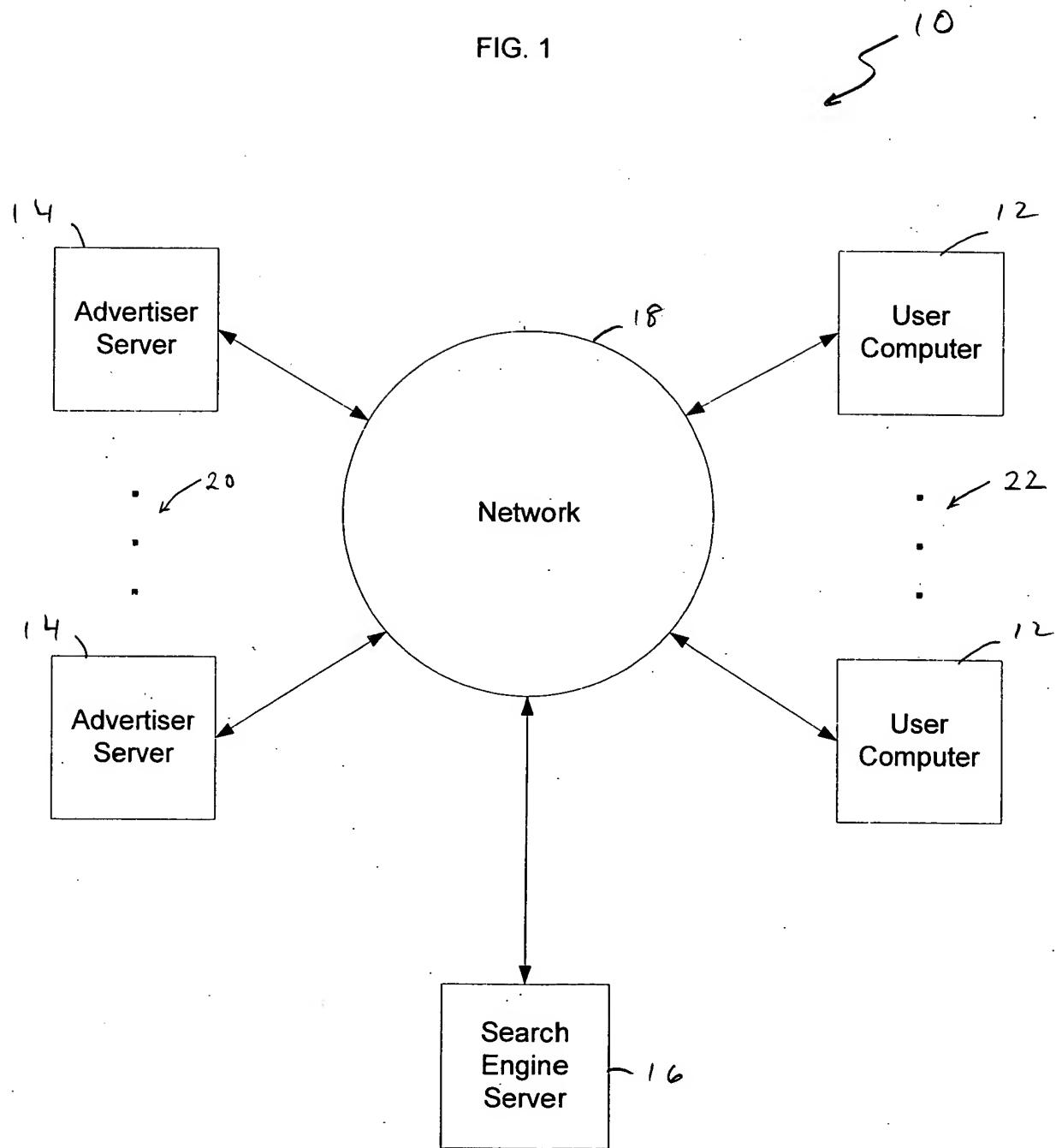


FIG. 2

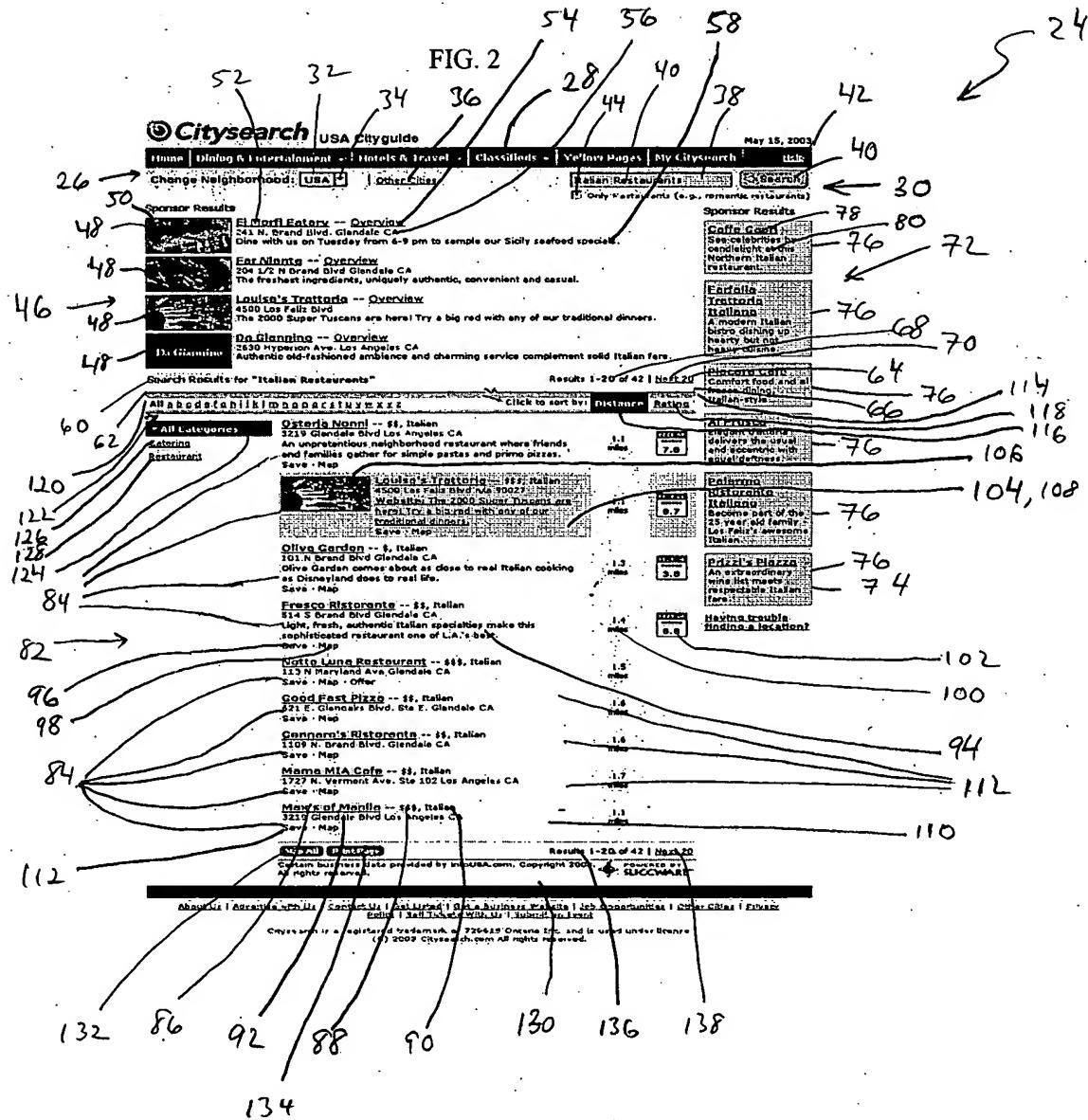
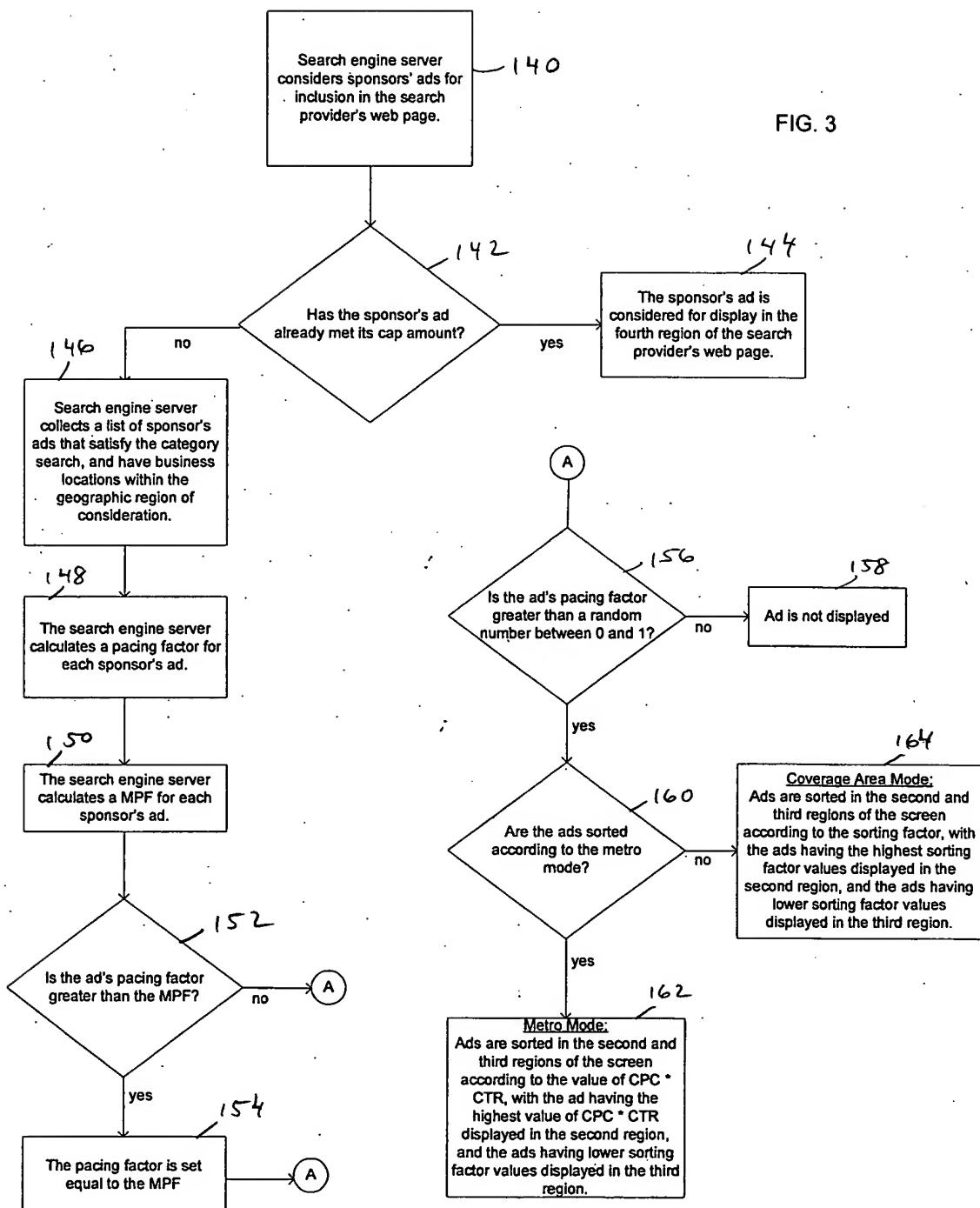


FIG. 3



166

FIG. 4a

*Totals*

Total Billable Clicks	172
Total Estimated Revenue	174
Total PPC Ads	176
Total Merchant Locations	178
New Locations	180
Cancelled Locations	182
Locations at Cap	184
Total Clicks Lost to Cap	186
Total Revenue Lost to Cap	188
Total Estimated Rev per Billable Click	190

FIG. 4b

*Month-to-Date*

Billable Clicks MTD	168
Estimated Revenue MTD	
New Locations MTD	
Cancelled Locations MTD	
Clicks Lost to Cap MTD	
Revenue Lost to Cap MTD	
Estimated Rev per Billable Click MTD	

192

FIG. 4c

*Single-Location Sponsors**Large Multi-Location Sponsors*

Total Billable Clicks	192	170
Total Estimated Revenue		194
Total PPC Ads		
Total Merchant Locations		
New Locations		
Cancelled Locations		
Locations at Cap		
Total Clicks Lost to Cap		
Total Revenue Lost to Cap		
Total Estimated Rev per Billable Click		